

Monthly Influencer Checklist for Your Intern

Share this monthly list with your social media manager, intern, or assistant so they can help you build your brand online.



SOCIAL MEDIA

- ☐ Review analytics on all social media accounts and use your notes to help assist with creating a monthly social media audit
- ☐ Track and review growth across all social media platforms
- ☐ Review and audit current social media campaigns. Are monthly goals met?
- ☐ Research competitors (did any of their content do especially well, take notes)
- ☐ Help with creating monthly social media audit
- ☐ Research upcoming holidays and events that can be used to help your brand or business

CONTENT CREATION

- ☐ Assist with creating topics ideas for following month
- ☐ Help with planning out upcoming photo shoot ideas
- ☐ Help with planning out partnership content
- ☐ Attend monthly team brainstorm meeting

MARKETING

- ☐ Research any new social media news/articles/updates
- ☐ Work on PR pitches for partnerships for upcoming month

☐ Assist with creating content calendar for following month

☐ Assist with PR packages (send thank you notes)

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